

To: 1600 - Buffalo Region (BURRELL)
From: Schwalm, S
Posted: 2/19/97 17:21
Opened: 2/21/97 16:58
Subject: Herkimer P/L Price Suggestion

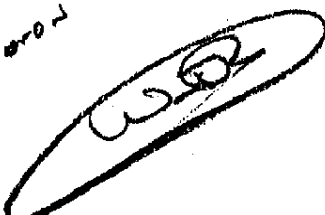
Dear Bill,

As per our visit with Mike Button at Herkimer Wholesale, in which Mike voiced converting Prime/Private Stock customers over to Marker, attached is the price point I feel could convert their customers. Currently Marker sells for 13.91 and Prime/Private stock sell for 12.50. By redirecting the monies available we can get to a price of 12.47, and sell a whole lot more....

Sincerely,

Sharon

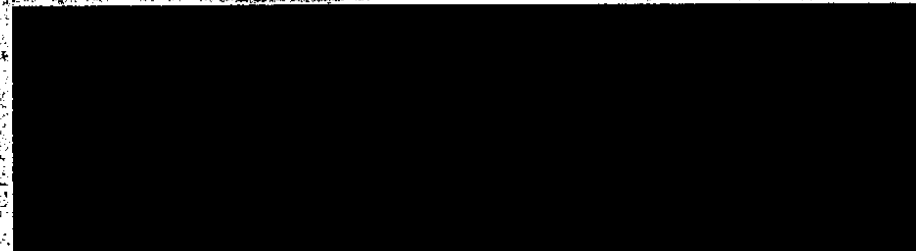
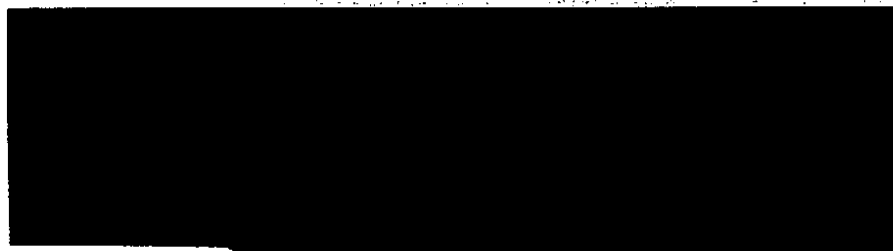
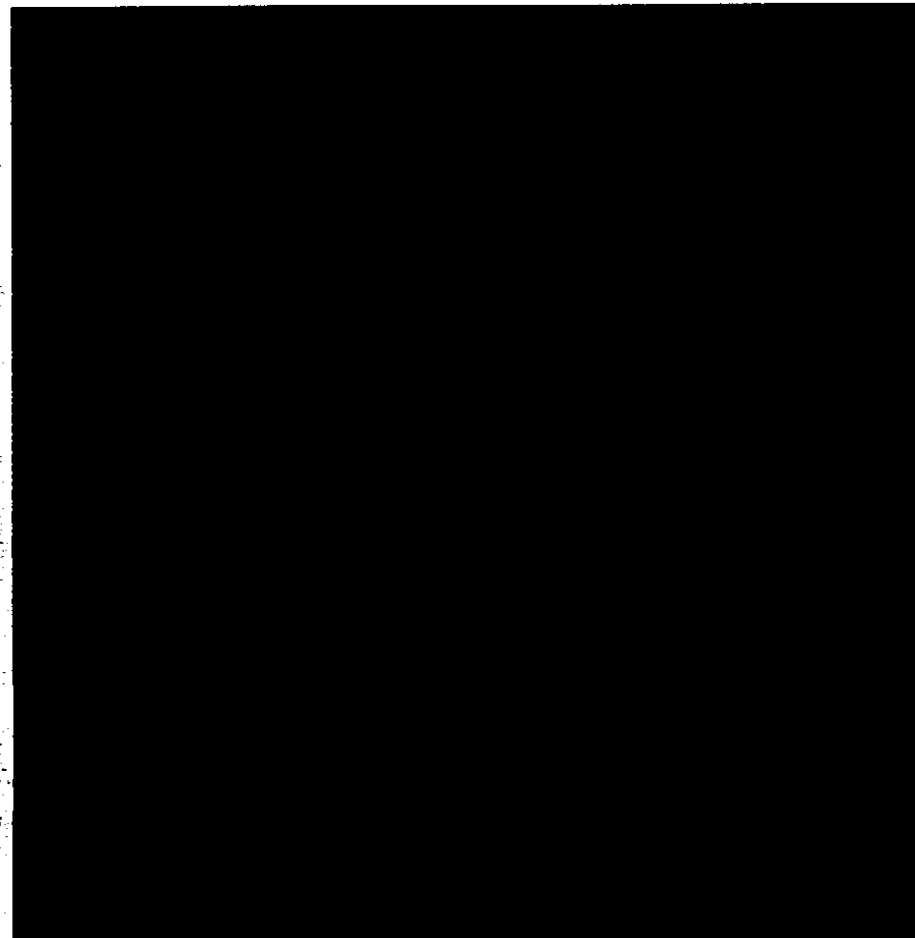
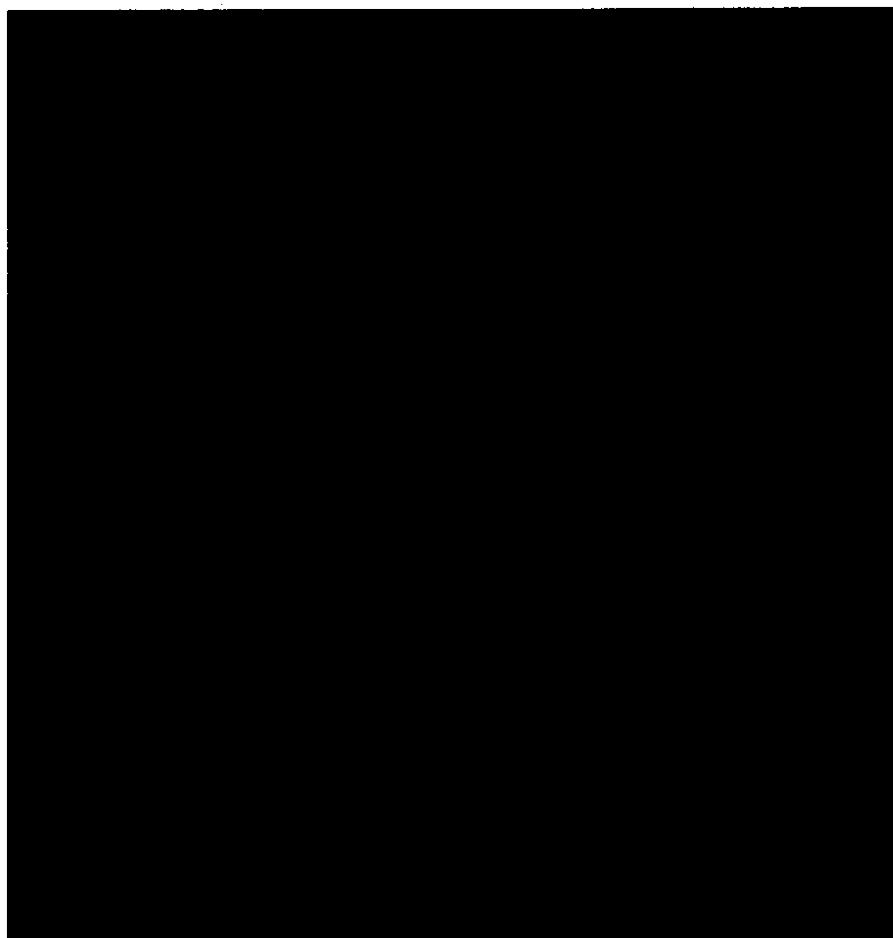
CC: Keeney, David

2/21
vm sent to
Sharon to handle!


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CURRENT PRICING:SP13.91?

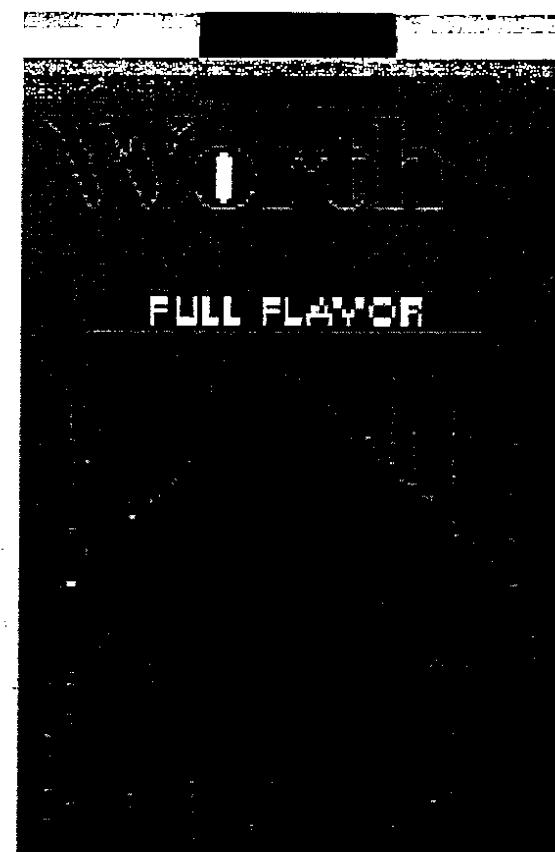
SUGGESTED PRICING:SP12.47



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RJR Private Label Brands Make Cents

- Allows RJR to achieve parity pricing in all tiers in your accounts
- Parity pricing allows RJR to invest in promotional discounting & merchandising - causing retail accounts to sell more cigarettes!



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CURRENT PRICING:SP13.91?

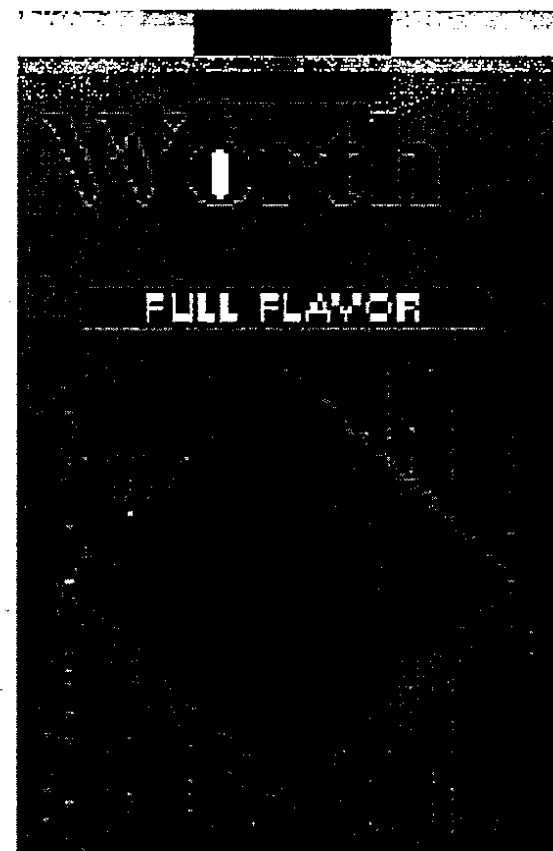
SUGGESTED PRICING:SP12.47



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RJR Private Label Brands Make Cents

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